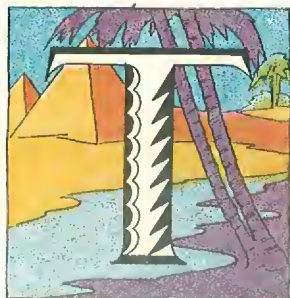


2D-45DPR



AMERICA'S RESPONSE
TO THE CHALLENGE
OF THE GOLDEN AGE



THE charm of Oriental rugs has been recognized for centuries throughout the world. They are found wherever wealth and luxury have sway, and wherever culture and taste have the means of adequate expression. In hundreds of thousands of American homes, where these fortunate conditions prevail, Oriental rugs are an accepted requisite. But Oriental rugs differ greatly in artistic merit and in the fineness of their weaves. Some of the choicest patterns and rarest colorings are unobtainable in the rug markets of the world today; others are obtainable only at a price that is generally considered prohibitive to all except persons of great wealth, while others, not to be purchased at any price, may be found only in the museum collections of Europe and America.

The occidental conception of rug-weaving, as an industry, is essentially that of a rug woven on power looms. Hand-weaving, as done in the Orient, is almost unthinkable in America. Not even wealth at its best could afford the cost of such productions. Consequently, for more than a century, rug weaving by power looms has been developed in this country and in Europe, to a degree of artistic excellence that has won wide approval, and in a volume too vast to be conceived of by the Asiatic mind.

American inventive genius, however, emboldened by its success in transforming a hundred other industries within the past few decades, has been unwilling to admit defeat even by the skill of Oriental handicraft. In the field of rug weaving by power loom methods, it has aspired to match even the finest productions of Sixteenth Century Persia. It was in the quest of this ideal that the new Karastan looms were developed.

Karastan Rugs, produced on these new looms, have proved that it is possible to reproduce even the finest color values, and the endless varieties of color gradations, found not only in the best of modern handmade Oriental rugs, but even of the very finest of museum masterpieces which present-day hand-weaving at its best can seldom reproduce.

The products of the Karastan Rug Mills hold a unique position in the domestic floor covering field. They alone reproduce line for line and color for color the outstanding creations of the Eastern hand weavers. They alone are easiest sold by actual comparison with high grade Orientals as on the ensuing pages. In the color photographs shown there, originals and Karastan duplicates were exposed to the camera at the same instant.

When placed on the floor side by side with the best and most beautiful types of Oriental rugs of similar qualities, patterns and colorings, Karastan measures up to the hand woven product point by point. In coloring, sheen, texture and weight, Karastan is a true Oriental fabric. It need only be seen to be appreciated, and its price, due to American methods of production, is remarkably moderate.

KARASTAN RUG MILLS





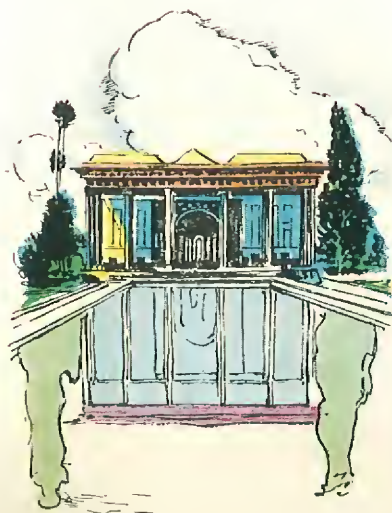
SPAHAN

Immortal Art is sometimes achieved under the inspiration of a particular purpose, and its glories can seldom be matched by a lesser inspiration. It was thus in Persia, in the Sixteenth Century, when a nameless weaver of rugs, aspiring to grace the palace of his monarch with the work of his loom, created this famous Ispahan, an enduring miracle of color and charm now treasured in a famous European museum.

It is hardly to be supposed that the original weaver, in the fondest flights of fancy concerning the possible immortality of his art, could have foreseen it cherished for centuries, to become at length the inspiration for one of the finest re-creations of the Karastan looms; a masterpiece of machine weaving that represents the response of a new country and a new age to the challenge of the ancient genius.

The center portion of this superb Ispahan has a background in which a rich Gold predominates. Intricate tracings of Herati leaves and lotus and peony palm-ettes are symmetrically distributed against a composition of intertwining and scrolling branches. The border has a deep Mulberry background covered with a repetitive and colorful design of interlacing forms.

Although many attempts have been made to copy the charm of this famous Ispahan, in almost every fabric known to modern rug-craft, the Karastan reproduction has really captured the beauty of the original in a most successful manner.



THE ATMOSPHERE OF THE ORIENT



KARASTAN ISPAHAN PATTERN 728

Approximate Sizes Before Washing

2-4 x 4-2	6 x 9-2	9 x 15-2	12 x 13-6	13-6 x 13-6	2-4 x 9-2	3-1 x 9-2
3-1 x 5-2	7-6 x 9	9 x 18-2	12 x 15-2	13-6 x 15-2	2-4 x 10-8	3-1 x 10-8
3-6 x 5-6	8-6 x 10-6	9 x 21-2	12 x 18-2	13-6 x 18-2	2-4 x 12-2	3-1 x 12-2
4-6 x 6	9 x 12-2	12 x 12-2	12 x 21-2	13-6 x 21-2	2-4 x 15-2	3-1 x 15-2

Made also in Special Sizes



KIRMAN

The rugs produced in the ancient city of Kirman, in the southernmost province of Persia, are not well known to the American public, because only a limited number ever find their way into this market. But they enjoy a certain renown in London and the demand for them usually exhausts the supply. Kirman is quite off the beaten path of travel for rug buyers from America or Europe who approach Persia from the south through Bender Abbas or Bushire, going to Shiraz and thence directly north to Ispahan, leaving Kirman and the desert on the right. But through the East, and other channels of trade, Kirman rugs find their way to London, and a few to America.

This position of isolation, as well as the natural advantages of the district for the finest wools and the best water for dyes, has served to preserve local methods and characteristic designs.

The Kirman pattern here reproduced by the Karastan weavers, is one which, in comparison with many, was accounted most worthy of representing this honored name.





KARASTAN KIRMAN PATTERN 771

Approximate Sizes Before Washing

2-4 x 4-2	8-6 x 10-6	9 x 15-2	9 x 21-2	10-6 x 13-6	10-6 x 18-2
3-1 x 5-2	9 x 12-2	9 x 18-2	10-6 x 12-2	10-6 x 15-2	10-6 x 21-2

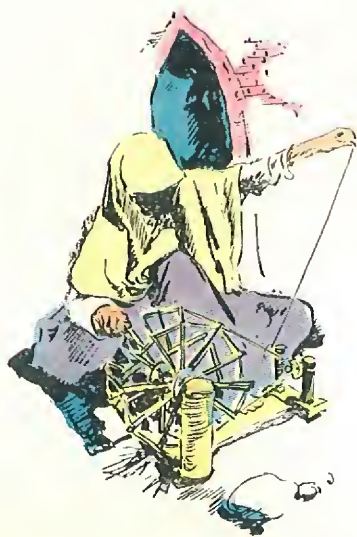


SAROUK

One of the glories of the Golden Age of rug weaving, long since lost to the industry, was a certain shade of blue found in antique rugs. It was known as the royal Persian blue, and was favored as a background color upon which were spread a variety of lighter colors in floral design. It served to suggest the soil out of which the flowers grew. No other shade of blue served this purpose so well.

In the production of Karastan rugs, reproducing with marvelous fidelity even the subtlest colors found in the rarest of museum masterpieces, and using modern dyes as well as modern methods of weaving, no difficulty has been experienced in obtaining the famous royal Persian blue found in the originals. Even the mellowing effects of time on the colors is faithfully represented, while retaining the lustre of the color in its original form.

This splendid Sarouk pattern, one of the finest specimens of Sixteenth Century designing, has a background of this famous blue in all its ancient glory.



Patterns 761 and 769 appearing on pages 10 and 11 are also reproductions of rare Sarouk masterpieces.



KARASTAN SAROUK PATTERN 712

Approximate Sizes Before Washing

2-4 x 4-2	6 x 9-2	9 x 15-2	12 x 13-6	13-6 x 13-6	2-4 x 9-2	3-1 x 9-2
3-1 x 5-2	7-6 x 9	9 x 18-2	12 x 15-2	13-6 x 15-2	2-4 x 10-8	3-1 x 10-8
3-6 x 5-6	8-6 x 10-6	9 x 21-2	12 x 18-2	13-6 x 18-2	2-4 x 12-2	3-1 x 12-2
4-6 x 6	9 x 12-2	12 x 12-2	12 x 21-2	13-6 x 21-2	2-4 x 15-2	3-1 x 15-2

Made also in Special Sizes

THE WONDER RUG OF AMERICA WITH



KARASTAN SAROUK PATTERN 761

Approximate Sizes Before Washing

3-1 x 5-2
4-6 x 6

7-6 x 9
8-6 x 10-6

9 x 12-2
9 x 15-2

9 x 18-2
9 x 21-2

12 x 12-2
12 x 13-6

12 x 15-2
12 x 18-2

12 x 21-2

THE ATMOSPHERE OF THE ORIENT



SAROUK ORIGINAL

KARASTAN REPRODUCTION

KARASTAN SAROUK PATTERN 769

Approximate Sizes Before Washing

2-4 x 4-2

3-1 x 5-2

8-6 x 10-6

9 x 12-2



KASHAN

The Karastan Rug pictured on the opposite page is woven strictly in accordance with the best traditions of the famous Kashan weavers whose works are generally accepted as the most perfect of Persian Rugs. The central design is of intertwining branches and leaves, gracefully worked around an odd shaped star on a field of deep red. The ground of the main border is of Midnight Blue, carrying a symmetrical design of leaves and vines in which Rose and Blue predominate. In the whole rug may be found approximately seventy colors.

It is interesting to know that the original of this rug was woven in the little town of Kashan, situated near the center of the province of Irak-Ajemi on the highway between Ispahan and Teheran. According to an old legend, it was from Kashan that the Three Wise Men of the East followed the Star of Bethlehem.

It was once the home of Maksoud, ordered by Shah Ismael I to weave the famous carpet of the Mosque of Ardebil, unquestionably the greatest of loom products in existence.

Kashan patterns 749 and 755 appearing on the following pages are also striking examples of the work of the Kashan craftsmen.





KARASTAN KASHAN PATTERN 765

Approximate Sizes Before Washing

3-1 x 5-2

9 x 12-2

THE WONDER RUG OF AMERICA WITH



KARASTAN KASHAN PATTERN 749

Approximate Sizes Before Washing

2-4 x 4-2	7-6 x 9	9 x 21-2	10-6 x 21-2	12 x 21-2	2-4 x 9-2	3-1 x 9-2
3-1 x 5-2	8-6 x 10-6	10-6 x 12-2	12 x 12-2	13-6 x 13-6	2-4 x 10-8	3-1 x 10-8
3-6 x 5-6	9 x 12-2	10-6 x 13-6	12 x 13-6	13-6 x 15-2	2-4 x 12-2	3-1 x 12-2
4-6 x 6	9 x 15-2	10-6 x 15-2	12 x 15-2	13-6 x 18-2	2-4 x 15-2	3-1 x 15-2
6 x 9-2	9 x 18-2	10-6 x 18-2	12 x 18-2	13-6 x 21-2		

Made also in Special Sizes

— 14 —

THE ATMOSPHERE OF THE ORIENT



KASHAN ORIGINAL

KARASTAN REPRODUCTION

KARASTAN KASHAN PATTERN 755

Approximate Sizes Before Washing

2-4 x 4-2	7-6 x 9	9 x 21-2	10-6 x 21-2	12 x 21-2	2-4 x 9-2	3-1 x 9-2
3-1 x 5-2	8-6 x 10-6	10-6 x 12-2	12 x 12-2	13-6 x 13-6	2-4 x 10-8	3-1 x 10-8
3-6 x 5-6	9 x 12-2	10-6 x 13-6	12 x 13-6	13-6 x 15-2	2-4 x 12-2	3-1 x 12-2
4-6 x 6-6	9 x 15-2	10-6 x 15-2	12 x 15-2	13-6 x 18-2	2-4 x 15-2	3-1 x 15-2
6 x 9-2	9 x 18-2	10-6 x 18-2	12 x 18-2	13-6 x 21-2		

THE WONDER RUG OF AMERICA WITH



KARASTAN AUBUSSON PATTERN 763 GREEN—762 ROSE

Approximate Sizes Before Washing

3-6 x 5-6

6 x 9-2

8-6 x 10-6

9 x 12-2

9 x 15-2

FOR over one hundred years the little mountain town of Aubusson, France, 250 miles south of Paris, has been the center of fine tapestry weaving. The Karastan craftsmen have here reproduced a famous Aubusson design in

nile green and soft rose. It is interesting to know that the dining and living room rugs at Washington's Mount Vernon home were woven at Aubusson and are similar in design to the one illustrated here.



KARASHAH

The name "Karashah" distinguishes another quality of the Karastan, identical in appearance and character but made to sell at a lower price. As in Karastan rugs, genuine, high grade Orientals are reproduced with a degree of perfection that permits of showing original and copy side by side, the latter being indistinguishable from the former.

On the following pages are reproduced a number of Karashah rugs beside their Persian originals. If you will compare the detail on the left side of the color photograph with that on the right, you will get some idea of how well the work of reproduction has been done. However, color photography and engraving fall far short of doing justice to the glorious colors, and silky, luxurious sheen characteristic of the Karastan and Karashah reproductions.

When buying your rug, be sure the name "Karastan" or "Karashah" appears on the label.



THE WONDER RUG OF AMERICA WITH



KASHAN ORIGINAL

KARASHAH REPRODUCTION

KARASHAH KASHAN PATTERN 521

Approximate Sizes Before Washing

2-4 x 4-2	3-1 x 5-2	4-6 x 6	8-6 x 10-6	9 x 12-2
9 x 15-2	9 x 18-2	9 x 21-2	10-6 x 12-2	10-6 x 13-6
10-6 x 15-2	10-6 x 18-2	10-6 x 21-2		



KASHAN ORIGINAL

KARASHAH REPRODUCTION

KARASHAH KASHAN PATTERN 511

Also Made in Dark Blue Pattern No. 513

Approximate Sizes Before Washing

2-4 x 4-2
3-1 x 5-2

8-6 x 10-6
9 x 12-2

9 x 15-2
9 x 18-2

9 x 21-2
10-6 x 12-2

10-6 x 13-6
10-6 x 15-2

10-6 x 18-2
10-6 x 21-2

THE WONDER RUG OF AMERICA WITH



SAROUK ORIGINAL

KARASHAH REPRODUCTION

KARASHAH SAROUK PATTERN 515

Approximate Sizes Before Washing

2-4 x 4-2

3-1 x 5-2

8-6 x 10-6

9 x 12-2

THE ATMOSPHERE OF THE ORIENT



KASHAN ORIGINAL

KARASHAH REPRODUCTION

KARASHAH KASHAN PATTERN 518

Approximate Sizes Before Washing

2-4 x 4-2	4-5 x 7-2	8-6 x 10-6	9 x 15-2	9 x 21-2	12 x 13-6	12 x 18-2
3-1 x 5-2	7-6 x 9-2	9 x 12-2	9 x 18-2	12 x 12-2	12 x 15-2	12 x 21-2

THE WONDER RUG OF AMERICA WITH



KASHAN ORIGINAL

KARASHAH REPRODUCTION

KARASHAH KASHAN PATTERN 512

Approximate Sizes Before Washing

2-4 x 4-2

3-1 x 5-2

8-6 x 10-6

9 x 12-2

9 x 15-2

9 x 18-2

9 x 21-2



KARASHAH KIRMAN PATTERN 520

Approximate Sizes Before Washing

2-4 x 4-2

3-1 x 5-2

8-6 x 10-6

9 x 12-2



KARASTAN RUGS



STRAWBRIDGE & CLOTHIER
PHILADELPHIA